Standard Application

Question list to help you prepare

Use this list to gather your answers at your own pace. Jot notes right on the page, collect your photos, logo and website examples, then fill out the online application in one sitting. It takes about 15 minutes once you have your answers ready.

Apply online: starbeamhosting.com/apply/standard/ Questions marked * are required. Applying is free and does not commit you to anything.

Your Business

1. **Your name** *

2. **Your email** *

3. **Your phone** *

4. **Legal business name** *

5. **Name to display on the website (if different)**

6. **Business type**

Choose one

- ☐ Sole proprietor
- ☐ Corporation
- ☐ Other
- ☐ LLC
- ☐ Nonprofit or 501(c)(3)

7. **Business address** *

8. **Show your address publicly on the site?**

Choose one

- ☐ Yes
- ☐ No, show service area only

9. **Service area (cities or radius you serve)**

10. **Years in business**

11. **Number of employees**

Choose one

- ☐ Just me
- ☐ 2-5
- ☐ 6-20
- ☐ 21+

12. **Business phone for the website**

13. **Business email for the website**

14. **Business hours**

15. In one or two sentences, what does your business do? *

16. Who is your ideal customer?
Age, location, budget, and what problem they're trying to solve. The more specific, the better we can write for them.

17. What makes you better or different from your competitors? *
This usually becomes your homepage headline, so be specific. "Same-day emergency service, 24/7, no overtime charges" sells; "we care about our customers" doesn't.

Your Goals

18. What is the ONE thing you most want a visitor to do on your site? *
Choose one

- ☐ Call me
- ☐ Book an appointment
- ☐ View our menu or order food
- ☐ Find our location and hours
- ☐ Other
- ☐ Fill out a contact or quote form
- ☐ Buy something online
- ☐ Donate
- ☐ Look established and trustworthy

19. How will you know in six months whether this website worked?

For example: "5 new quote requests a month," "customers stop calling to ask our hours," "we look as professional as the bigger shop down the street."

20. Do you have a website now?

Choose one

- ☐ No, this is our first
- ☐ Yes (enter URL below)
- ☐ Yes, but it's outdated or broken
- ☐ We only have a Facebook or Instagram page

21. If yes, what's the URL?

22. What do you dislike most about your current site?

23. Is there anything on it worth keeping?

Pages & Content

24. Which pages do you want?

Check all that apply

- ☐ Home (always included)
- ☐ Services (one page)
- ☐ Pricing
- ☐ Testimonials
- ☐ FAQ
- ☐ Events
- ☐ Book an Appointment
- ☐ Donate
- ☐ Other
- ☐ About Us
- ☐ Individual service pages
- ☐ Photo Gallery
- ☐ Team or Staff
- ☐ Blog or News
- ☐ Contact (always included)
- ☐ Online Store
- ☐ Careers

25. If you checked individual service pages, how many?

26. Anything you want that isn't exactly a "page"?

A downloadable price sheet, a video, live chat, a mailing list signup.

27. Who's writing the words on each page? *

Choose one

- ☐ I'll write it and send it
- ☐ I have existing text to reuse or polish
- ☐ Please write it for me
- ☐ Mix: I'll do some, you do the rest

28. What about photos? *

Choose one

- ☐ I have professional photos ready
- ☐ I have decent phone photos
- ☐ I have a few, not enough
- ☐ I have none, use stock photos
- ☐ I need a photographer (we can refer one)

29. Realistically, when can you get us your photos and content? *

An honest answer helps us both. This is the number one cause of delayed launches.

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30. Your logo file (you'll upload it on the online form, 2 MB max)

Have the file ready on your computer or phone.

> Our upload limit is 2 MB per file: fine for a logo, too small for photo collections. For photos and larger files, paste a Google Drive or Dropbox share link, or email them to admin@starbeamhosting.com after submitting.

31. Link to your photos/files (Google Drive, Dropbox, etc.)

About Your Standard Site

32. How many separate services should be listed?

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33. Do you want a photo gallery?

Choose one

- ☐ Yes
- ☐ No

34. Roughly how many photos?

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35. Team or staff bios?

Choose one

- ☐ Yes
- ☐ No

36. How many people?

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37. Do you want a blog or news section?

Choose one

- ☐ Yes, and I'll write posts
- ☐ Yes, but I'd want help writing
- ☐ No

38. Customer testimonials?

Choose one

- ☐ Yes, I have some
- ☐ Yes, but I need to collect them
- ☐ No

39. Anything else your business needs that a standard site wouldn't have?

_____

_____

_____

The Look

This is the most useful section in the whole form. Showing us websites you like tells us more in two minutes than a page of adjectives could. Be as specific as you can: colors, big photos, simplicity, fonts, how it feels on your phone. "I just like it" is fine too; we can usually work out why.

Competitor websites: sites in your industry you want to match or beat (1 required)

40. Competitor website #1 *

Web address _____

_____

What you like _____

41. Competitor website #2

Web address _____

_____

What you like _____

42. Competitor website #3

Web address _____

_____

What you like _____

43. Competitor website #4

Web address _____

_____

What you like _____

44. Competitor website #5

Web address _____

_____

What you like _____

Websites you like: any industry, up to 5

These don't need anything to do with your business. If you love how a coffee shop's site feels, that's useful. It tells us your taste.

45. Website you like #1

Web address _____

_____

What you like _____

46. Website you like #2

Web address _____

_____

What you like _____

47. Website you like #3

Web address _____

_____

What you like _____

48. Website you like #4

Web address _____

_____

What you like _____

49. Website you like #5

Web address _____

_____

What you like _____

Websites you dislike: up to 3

Just as useful. Knowing what to avoid saves revision rounds.

50. Website you dislike #1

Web address _____

_____

What bothers you _____

51. Website you dislike #2

Web address _____

_____

What bothers you _____

52. Website you dislike #3

Web address _____

_____

What bothers you _____

53. Pick 3-5 words that describe how your site should feel

Check all that apply

- ☐ Clean & minimal
- ☐ Warm & friendly
- ☐ Modern & techy
- ☐ Playful & fun
- ☐ Calm & trustworthy
- ☐ Local & community-minded
- ☐ Clinical & precise
- ☐ Bold & loud
- ☐ Elegant & upscale
- ☐ Traditional & established
- ☐ Rugged & hardworking
- ☐ Fast & efficient
- ☐ Luxurious

54. Do you have a logo? *

Choose one

- ☐ Yes, high-quality file
- ☐ Yes, but low quality or only a JPG
- ☐ No, I need one designed (add-on)

55. Do you have set brand colors?

Hex codes if you have them, or just describe them, or tell us to recommend some.

_____

56. Any colors you absolutely don't want?

_____

57. Do you have printed materials we should match?

Choose one

- ☐ Yes, I'll send photos
- ☐ No

Getting Found & Last Questions

58. Do you have a Google Business Profile?

Choose one

- ☐ Yes, and I manage it
- ☐ Yes, but I've lost access
- ☐ No, help me set one up (add-on)

59. What would someone type into Google to find a business like yours?

List 3-5 phrases. Think like a customer, not like an owner.

60. Which cities or neighborhoods do you most want to show up in?

61. Social media handles

Facebook, Instagram, Yelp, TikTok, LinkedIn

62. Do you run any paid ads?

Check all that apply

- ☐ Google
- ☐ Instagram
- ☐ Considering it
- ☐ Facebook
- ☐ None

63. Anything about your business or customers we didn't ask about but should know?

64. Any hard requirements or deal-breakers?
For example: "must work perfectly on iPhone," "my customers are 65+ so text needs to be large," "must be in English and Spanish."

65. Target launch date

66. Is that date tied to something?
Grand opening, a season, an event.

67. How did you hear about Star Beam Hosting?

At the end of the online form you'll also confirm two things: that the application is not a contract and does not charge you (pricing and terms are confirmed in a written agreement first), and that you have the right to use any logos, photos, or text you provide.

Ready? Go to starbeamhosting.com/apply/standard/ and copy your answers in. Questions? Email admin@starbeamhosting.com or call (626) 371-3311.